



TRENDS AND CHALLENGES OF POULTRY INDUSTRY

Dr. R. Srinivasa Rao ^{*1}

^{*1} Department of Basic Science & Humanities, Vignan`s Lara Institute of Technology & Science, Vadlamudi, INDIA

Abstract:

Poultry farming is the natural practice of raising turkeys, chickens, ducks, or geese. The birds are raised for domestic or commercial use, for meat, eggs, and feathers. Chickens, ducks, geese, turkeys, ostriches and emus are main types of poultry farms. This paper encounters the problems of poultry formers and their opinions on various issues relating to production and marketing of poultry products. Based on available imperial evidence, the paper includes that it is production and marketing level to continue to promote poultry to contribute towards poultry farm owners and livelihood support but concerted efforts must be made to find organizational solutions to minimize public health risks and government provide appropriate extension support on issues like disease prevention, predation, improving hatchability, etc.. Unfortunately most government extension programs in the developing countries are not addressing the needs of poor advice to poultry farmers. Poultry is one of the fastest growing fragments of the agricultural sector in India. The reasons behind the fast growth of the segment are growth in income level of the people, a growing urban population and falling real poultry prices. On the other hand increased investments in breeding, hatching, processing has also contributed significantly towards the growth of the industry. Total egg production in India in 2005 was 46 billion. The six southern states - Andhra Pradesh, Talangana, TamilNadu, Maharashtra, Karnataka and Punjab are the major producing centers.

Keywords:

Poultry Production, intensification, commercial farming, Domestic poultry.

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1. INTRODUCTION

Missionaries in the Bay of Islands were the first recorded poultry farmers in 1814. The intensive system where birds are kept indoors throughout their productive life was first used in 1915 and soon became the most widespread. Per capita consumption of eggs was highest in Andhra Pradesh, Lakshadweep, Punjab and A & N Islands As per the FAO Statistics India is the fourth largest in egg production in the world. According to the reports and surveys conducted by UNDP all over the world, more than 1000 million people suffer from the problem of mal nutrition and come to earn less than 1 US \$ per day Before the mid-20th century, poultry meat was very much a by-product of the egg industry the eggs and chicken meat are important and rich sources of

protein, vitamins and minerals to equalize the human die. While in the past, a single family farm would many times sell eggs and raise chickens for sale, this function was often one of many ways the farm produced both food and revenue. Poultry industry in has made a rapid progress in the last three decades. India occupies the second place in the world for egg production and third place in the world for poultry meat production. The commercial farming efforts of today tend to be more focused and use elaborate technology to track the status and rate of production. Poultry is one of the fastest growing segments of the agricultural sector in India. Total egg production in India in 2005 was 46 billion. One of the major modes of revenue for the people of Africa is poultry. Poultry provides rich organic manure and is an important source of income and employment to millions of farmers and other persons engaged in allied activities in the poultry industry. Chicken is the most widely accepted meat in India. Unlike beef or pork, it does not have a religious taboo. The prices of chicken meat is cheap than those of mutton or goat meat. Many Indian families, particularly the educated people in urban areas, have begun to accept eggs as a regular supplemental part of their vegetarian diet .The forecast surveys indicate that as the present younger generation goes to the adulthood, the acceptability and demand for eggs and chicken meat in next 3-4 decades is likely to increase many-folds very rapidly.

Table1: showing Share of poultry in GDP, 1994-2004

Year	Eggs*	Meat *	Total poultry (eggs + meat)	Total GDP*	Share of poultry in GDP
1995-1996	2 515	5 036	7 551	899 563	0.84
1996-1997	2 536	5 032	7 568	90 083	0.78
1997-1998	2 682	5 208	8 901	16 594	0.78
1998-1999	2 708	5 280	7 988	1 082 748	0.74
1999-2000	3 396	7 894	11 290	1 267 945	0.89
2002-2003	3 571	7 740	11 311	1 318 362	0.86
2003-2004	3 623	8 004	11 627	1 430 548	0.81
Growth Rate** (%per annum)	4.78	6.22	5.78	5.78	

*Rs crores, at 1993–1994 prices.

2. POULTRY INDUSTRY IN INDIA

The domestic poultry meat production is estimated to have increased from less than one million tons in 2000 to 3.4 million tons in 2012 with per capita consumption increasing from 0.8 kg to 2.8 kg annually during same period, it said. Table egg production is estimated to have increased from 30 billion eggs in 2000 to 66 billion eggs in 2012 with per capita egg consumption increasing from 28 to 55 eggs during that period. The healthy growth in poultry output over last decade makes India one of the fastest growing major world market in the segment, said ICRA in the report. In 2012 calendar year, the second half was a tough year for the industry due to an increase in production costs with feed ingredients touching record highs and realizations suffering on back of oversupply in industry. However, the efforts of key integrators in poultry industry to control supply through measures like 'hatching holidays' initiated towards fag end of

2012, resulted in improved realizations in 2013, and the industry is expected to register much better profitability compared to last year.

3. TRENDS IN POULTRY INDUSTRY

- **Agribusiness industry:** agribusiness industry by providing the latest poultry and egg market data all in one place. This has become increasingly important as the industry faces rising demand and higher costs. Poultry Trends contains both regional and global statistics on poultry meat and eggs, covering production, consumption, trade, and the leading poultry producers and feed manufacturers worldwide.
- **Demand and supply driven:** Demand-side factors affecting the global poultry sector Growth of the poultry industry has been both demand and supply driven. The factors that can cause the demand curve to shift outward are: (1) increases in income; (2) increases in the price of poultry substitutes such as pork or beef; (3) increases in the preference for poultry; and (4) decreases in the price of poultry complements.
- **Free-ranging to confined poultry operations:** Supply-side factors affecting the global trends of the poultry sector Technology change in the poultry industry has been very rapid. The move from free-ranging to confined poultry operations dramatically increased the number of birds that one farmer could manage.
- **Technology change in the poultry industry:** Technology change in the poultry industry, led by advances in breeding that improved animal size, fecundity, growth rate and uniformity, has enabled farmers to increase output per unit of feed, produce more birds per year, improve animal disease control and decrease mortality (Narrood and Fuglie, 2000).
- **Price fluctuations:** Declining poultry prices collectively, the changes outlined above have led to a decline in world meat prices over time, particularly for poultry, as shown in Table 4. However, prices are expected to rise as a result of the rising price of maize. Between the 1980s and the 1990s, real prices of poultry declined at a rate of 3 percent per year.). It is important to note that there was an increase in poultry prices between 2003 and 2004, which could be attributed to a reduction in export supplies caused by several outbreaks of H5N1 HPAI. In 2004/2005
- **Increased trade in poultry products:** Increased trade in poultry products further increases demands Broiler products dominate the international poultry trade (Moore and Morgan, 2006). the top five broiler importing and exporting countries or regions for 2005, along with imports and exports as a share of production. The Russian Federation dominates in terms of broiler imports, followed by Japan and the European Union. Brazil and the United States of America dominate in terms of broiler exports. China is emerging as an active broiler exporter.
- **Emergence of large-scale retail outlets:** emergence of large-scale retail outlets, including supermarkets and hypermarkets, in developing countries reflects a structural change that alters the way in which meat and dairy products are assembled, inspected, processed, packaged and supplied to consumers (Costless et al., in FAO, 2006). As a result, livestock markets tend to be divided between the “wet” markets for fresh and warm meat and supermarket outlets for processed, frozen, packaged and branded meat.
- **Awareness on purchasing power of households and individuals:** The relative significance of each market segment is closely linked to the purchasing power of

households and individuals, their demand for leisure, their preferences with respect to the form and texture of meat upon purchase, and the

- **Increased concerns over sanitary and phytosanitary (SPS) issues:** Increased concerns over sanitary and phytosanitary (SPS) issues and food safety. Increasing international trade and globalization are also important drivers of change in the poultry sector. More precisely, they influence the relative competitiveness of producers and production systems in supplying the rising demand for poultry products, particularly in international markets (Costless et al., in FAO, 2006).
- **Compliance with standards and regulations** Increased and long-distance trade requires compliance with standards and regulations and SPS requirements to ensure food quality and safety, as well as public intervention and investment and private costs. Food control and certification systems must be of a high standard. In addition to the health and safety standards and regulations agreed by international bodies (such as the World Organ

4. CHALLENGES FACED BY POULTRY INDUSTRY

- **High feed costs:** Feed cost and continuous efforts to get a better understanding of available alternative feed ingredients. As of right now, feed cost is probably one of the most serious challenges for the industry. The challenges faced by the poultry industry are high feed costs, inadequate cold chain and transportation infrastructure, high vulnerability to disease outbreaks and highly volatile realizations affecting cash flows, according to ICRA.
- **Disease outbreaks:** Disease outbreaks and implementation of bio-security programs, although the extent and also types of disease outbreaks can vary in different parts of the world. In addition, diseases of metabolic origin including ascites and skeletal disorders are of importance as well.
- **Inclusion of antibiotics in poultry feed:** Issues surrounding inclusion of antibiotics in poultry feed and also the use of alternatives to antibiotic growth promoters.
- **Poultry Safety and welfare-related issues:** Safety of poultry products for human consumption. Poultry welfare-related issues such as banning the use of conventional cages at layer farms.
- **Nutrition-related environmental issues:** Nutrition-related environmental issues (excretion of nutrients such as nitrogen and phosphorus in the manure).
- **Issues related to water:** Sevier Issue related to water in terms of both quality and quantity.
- **Inadequate investments:** Developing efficient distribution system with large investments required in cold chain infrastructure and increasing market acceptability of frozen chicken are going to be the key industry drivers in long term,
- **Increased hatchability:** Farmers in the country have moved from rearing country birds in the past to rearing hybrids which ensure faster growth of chicks, higher eggs per bird, increased hatchability, low mortality rates, excellent feed conversion and consequently sustainable profits
- **Limited Access to the Core Markets:** It is all because of the limited access to the worldwide markets which is barrier in the way of these farmers. As they get little return on what they sale, so they never try to improve the quality of the poultry products and

farms. Various significant improvements can be made in these production systems through the use and implementation of the most advanced and scientific practices.

- **Water, Electricity and Disease Control issues:** The sector now faces a number of issues and difficulties including water, food, electricity and other major problems. In addition to the challenges posed by the various pathogenic diseases, the farmers also face the problem for low capital. Help from the side of the government and other investment institutions, is all that is needed by them for ensuring health growth and development conditions for the domesticated animals.

5. CONCLUSIONS & RECOMMENDATIONS

It will be seen from above information to provide a solution to the poultry problems, some investment is now being made in those countries and proper steps are being taken to ensure the introduction of scientific research, such as, **Technical Training and Assistance for the Farmers, Implementation of New Policies etc.** The demand of eggs and poultry meat is increasing. The people have a capacity to buy products. The 'quality' of products has to be improved. India has technically qualified manpower, a strong private poultry sector and financial credit institutions. There is a considerable scope in investments in all aspects of poultry namely breeding, feeding. Housing and management, health control and processing and marketing of products both for the domestic as well as export market. The foreign investors should seek collaborations with Indian entrepreneurs. The foreign research and development institutes need to collaborate with Indian counterparts like ICAR, CARI; Agricultural Universities etc. The international donors need to collaborate with Government of India, NABARD, APEDA etc.

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